



# TRENDS IN TOURISM

Presented at the  
Partners' Marketing Plan Meeting

Fort Benton, Montana  
February 11, 2008







# trends affecting tourism in the u.s.







# U.S. trends

- Global tourism is growing but the U.S. share is declining.
- However, inbound travel looking strong
  - Canada and Mexico.
  - Increases in U.K., Japan, Germany, Ireland.
- Exchange rate has made the U.S. traveler more likely to stay in the U.S.





# U.S. trends (cont.)

- 1 in 4 Americans visit national parks.\*
- 1 in 5 Americans visit national forests.\*
- Heritage/Cultural tourism is fastest-growing segment.\*
- Downtown shopping districts preferred by more tourists over malls/department stores. (49% to 27/26%)\*

\* Source: TIA







# U.S. trends (cont.)

- Geo-tourism
  - Crown of the Continent
  - Tourism Charter
  - 80% of geo-tourists are willing to pay more
    - 50% willing to pay 10-15% more.





# U.S. trends (cont.)

- RV Travel is growing
  - 2007 shipments 4<sup>th</sup> highest in past 30 years; Shipments to rise 3.5% in 2008.
  - 20% increase in RV rentals in both 2006 and 2007.
  - Most buyers are baby boomers.
    - 1 in 10 vehicle-owning households in the 50-64 age group, own an rv.
    - But 35-54 is the fastest growing segment of new rv owners.
    - 8 million RV HHs; 8.5 million by 2010
  - One in ten RV owners, wants to visit Montana.







# U.S. trends (cont.)

- Climate Change
  - As it relates to Montana:
    - GNP
    - Rivers/Lakes – fishing, boating restrictions
    - Ski areas – shortened season
    - Hunting – adjusting of seasons
    - Fire Seasons – longer; more severe







# U.S. trends (cont.)

- “Green” environmental practices
  - More than 50% of Americans are more likely to select a business that practices environmental responsibility.
    - 54% would be more likely to patronize hotels or resorts they knew practiced environmental responsibility.
    - 53% would be more likely to patronize an attraction.
    - But just 13% would be willing to pay higher rates to use suppliers who demonstrate environmental responsibility.







# U.S. trends (cont.)

- Internet
  - 73% of internet users use it for online travel planning.
  - 82% have decided on the destination ahead of planning so they are using the web to fill in the details.
  - 72% of internet users view video online monthly.
  - 69% want visuals when booking hotels.





# U.S. trends (cont.)

- Web 2.0
  - Social Media
    - 75% of internet users used one or more social media tool in travel planning.
    - Word of mouth is 2x more valuable than advertising.
    - 75% use traveler reviews online
      - i.e. TripAdvisor
    - 73% of businesses plan to invest in social media.





# U.S. trends (cont.)

- Tourism Social Networking sites
  - Pennsylvania: <http://blog.visitpa.com/>
  - Philadelphia: <http://www.uwishunu.com/>
  - Oregon: <http://blog.traveloregon.com/>
  - Oregon: <http://www.goseeoregon.com/>
  - Utah: <http://www.utah.com/travelheadlines/>
  - Colorado: <http://letstalkcolorado.com/mapstory/>
  - Michigan: <http://www.michigan.org/travel/experiences/>
  - Florida: <http://floridians.visitflorida.com/>







# U.S. trends (cont.)

- National Leisure Traveler stats:
  - 734 miles average distance traveled by an overnight leisure traveler.
  - 228 miles average distance traveled by a day traveler.
  - Feeder markets are typically 8-10 hours away.
  - 85% of the U.S. is traveling by car. 8% by air.





# U.S. trends (cont.)

- “Nouveau Niches”
  - Gen X’ers and Millennials
  - Travelers with Disabilities
  - Girlfriend Getaways
  - Mancations
  - Destination Weddings
  - Procreation Vacations
  - Babymoos
  - Medical/Life-Enhancement Travel
  - Voluntourism
  - Pet Travel
  - Space Tourism
  - Culinary Travel
  - GLBT Market







# U.S. trends (cont.)

- Americans are traveling closer to home
- Day trips growing faster than overnight leisure travel
- Women are more likely to travel together than are men, but they spent less per trip than do men – except for shopping.
- Women seek culture while men seek sports.
- Boomers show higher trip activity participation rates than do members of the Silent Generation and Gen X'ers.
- But non-participation rates have risen for all generations.







# trends affecting tourism in montana







# Montana trends (cont.)

- Montana is an affordable destination
  - Avg. total cost per day for a family of four = \$219.95 (meals/lodging)
- Montana is 41<sup>st</sup> out of 50 states in the cost of family travel.





# Montana trends (cont.)

- National Park Visitation in Montana, 2001-2005
  - Glacier National Park +15%
  - Yellowstone National Park +3%
  - Big Hole Battlefield -3%
  - Ft. Union Trading Post -13%
  - Grant Kohrs NHS -13%
  - Bighorn Canyon Nat'l Rec Area -19%
  - Little Bighorn Battlefield -2%
- Montanans are primary visitors to state parks and national forests
  - Nine nat'l forests had over 9 million visitors
  - State Parks visitation grew 30% from '01-'05







# Montana trends (cont.)

- Skier Visits
  - Flat or declining – mostly influenced by weather.
- Motorized Off-Road Recreation
  - Includes boats, snowmobiles, ohv/atvs.
  - Resident and non-resident users have been steadily climbing between 2001-2006.





# Montana trends (cont.)

- Montanans have guns
  - Montana has the highest level of resident participation in hunting in the U.S.
  - In 2003, 74% of all hunters in Montana were residents.
  - 26% were nonresident hunters.
  - Guided hunting trips had a combined economic impact of \$66.8 million in 2005.
    - Hunters contribute the largest economic portion to outfitting despite representing only 6% of total outfitted clients.





# Montana trends (cont.)

- Montanans like their fishing
  - In 2003, 53% of fishing licenses were Montanans but they represented 71% of total angler days.
    - 47% of fishing licenses are nonresidents.  
(200,647)
  - Guided fishing trips had a combined economic impact of \$51.7 million.





# Montana trends (cont.)

- 318,000 Outfitted clients in 2005
  - Approx. 30% visited MT primarily for an outfitted trip.
  - 124,000 (39%) – rafting/floating/canoeing/kayaking
  - 63,800 (20%) – fishing
  - 48,270 (15%) – wildlife viewing, snowmobiling, wagon train, dog sled
  - 45,100 (14%) – horseback riding
  - 19,500 (6%) – hunting
  - 18,000 (6%) – hiking/backpacking
- Direct contribution of outfitting to MT's economy = \$110 million.





# Montana research





# Itrr research

- While non-resident visitation is growing, our percentage of vacationers is decreasing.
  - From 2001-2005, those primarily in Montana for vacation decreased 8%. (From 41% to 34%).
    - VFR increased 14% to 19%
    - Passing-thru increased 24% to 27%





# Itrr research (cont.)

- 2005 Non-resident Visitor Profile
  - More affluent visitors
    - 27% make over \$100,000
  - Wyoming & Idaho residents visited more
    - Where are our visitors from: WA (12%), ID (10%), WY (8%), CA (7%), Canada (8%)
  - 30% flew for a portion of their trip.
    - But only 10% directly into Montana.
  - Canadian visitation grew 2%.





# Itrr research (cont.)

- Travel Group - Vacationers
  - 36% couples
  - 29% immediate family
  - Travel Group size – 47%: 2 travelers; 25%: 3 or 4
  - Average age: 51 years
- 83% visited Montana before
  - 53% have visited over 6 times in 10 years
- Shoulder season visitation is growing
  - Spring – 39% to 42%
  - Fall – 42% to 47%
  - Winter – 33% to 39%







# Itrr research (cont.)

- Mountains/Forests still number one attraction.
  - Open Space/Uncrowded areas #2
  - Yellowstone National Park #3
  - Rivers #4
  - Glacier National Park #5







# Itrr research (cont.)

- Yellowstone National Park still number one primary attraction.
  - Mountains/Forests #2
  - Family/Friends #3
  - Glacier National Park #4
  - Open Space/Uncrowded areas #5







# Itrr research (cont.)

- Primary Activities
  - Driving for pleasure
  - Wildlife Watching
  - Day Hiking
  - Recreational Shopping
  - Visiting Historic Sites
  - Fishing







# Travelmontana.mt.gov

- Sources:
  - Montana Tourism and Recreation Strategic Plan 2008-2012  
[www.travelmontana.state.mt.us/2008strategicplan](http://www.travelmontana.state.mt.us/2008strategicplan)
  - ITRR Research: [www.itrr.umt.edu](http://www.itrr.umt.edu)
  - TIA Marketing Outlook Forum: [www.tia.org](http://www.tia.org)

